



AGENDA

Citizens' Advisory Committee

7:00 P.M. - 9:00 P.M.

March 13, 2013

Maple Grove Government Center - Room 183

- A. Call to Order by Chair
- B. Oath of Office for Reappointed Members
- C. Minutes: Approve Minutes from November 14, 2012.
- D. Review Meeting Summary from January 9, 2013 and February 13, 2013
- E. Area Reports (Forms in Packet)
- F. Finalize Questions for 2013 Community Survey
- G. Other Business and Updates
- H. Adjournment

Oath of Office

Minutes

Maple Grove Citizens Advisory Committee

Meeting Minutes

November 14, 2012

Call to Order	The meeting was called to order at 7:04 p.m. by CAC Co-Chair Bob Joiner at the Maple Grove Government Center		
Members Present	Stephen Gill Tim Klevar Joan Masberg	Lorraine Gresser Pam Larson Kevin Rebman	Bob Joiner Steven Maas Don Skoglund
Members Absent	John Beacham, Leslie Bender, Linda Furst, Greg Hulne, Harry Kennedy, Joe Piket.		
Others Present	Councilmember Phil Leith, City Administrator Al Madsen, and CAC City Staff Liaison Mike Opatz.		
Minutes	The minutes for the October 10, 2012 regular CAC meeting were approved.		
Introduction	The high school students and scout troop in attendance introduced themselves. Co-Chair Joiner provided a brief overview of the CAC to the guests.		
Area Reports	<p>As a follow up to discussion at the October CAC meeting, Lorraine Gresser stated there is no nursing home in Maple Grove. Rose Arbor is assisted living. The City may wish to consider a nursing home as an additional way to create jobs.</p> <p>A thank you was offered for the completion of the Bass Lake Road and Weaver Lake Road expansion projects.</p>		
Role and Purpose of CAC Discussion	<p>City Administrator Al Madsen distributed a memo dated November 14, 2012 in response to some of the questions that arose out of the October 10, 2012 CAC meeting. He reviewed the various aspects of the memo and the following points and discussion ensued from those:</p> <p>Mr. Madsen talked about the land use plans for the City—both for the gravel mining area and the City overall. With regard to the Gravel Mining Area land use plan, Councilmember Leith stated that taller buildings and office campuses are part of the future plans.</p> <p>The question was asked about additional medical development in the area of the hospital. It was mentioned the hospital is considering developing a medical/office building separate from the hospital itself.</p> <p>The question was poised to Mr. Madsen as to what he thought the City's biggest weakness was. He stated that five years ago he would have said</p>		

transportation, but that is not the case today. Several items that he mentioned are:

- Tax abatement/incentives/tax increment financing—he stated these have not been standard practice for Maple Grove.
- Special legislation for TIF district in the Gravel Mining Area. This legislation was part of a bigger bill vetoed by the Governor in 2012. The City expects that legislation to be coming back in 2013.
- High cost of development in Gravel Mining Area.
- Completion of 610.

The question was asked if there is a role the CAC can play in the completion of Highway 610. Suggestions included: letters to Washington politicians, state reps, senators, and the governor. In addition, CAC could adopt a resolution.

Two suggestions were made of areas that CAC could consider involvement:

- Citizen survey
- Basketball facility proposal by OMGBA

The CAC could play a project management/overview role as was done with the sports dome and second sheet of ice.

The statement was made that it is healthy and important to have consistent and continued citizen involvement and input.

Discussion took place on a wards system as well as a primary election for Council candidates. It was mentioned that a wards system would require a restructure of the City governance, and that it was not well received when reviewed/discussed previously. The question was asked if the City Council had an interest in a primary for Council seats. It was stated there would be added costs for staff, election judges to include that in the primary.

Mention was made of a joint meeting with the City Council and Citizens Advisory Committee to discuss items in which the CAC could be involved. It was stated that an agenda would be needed and mention was made of a creating a subcommittee for setting an agenda.

Mr. Madsen talked about the Economic Development Commission and the role it played in the City. While it is not active and hasn't been for a number of years, the EDC has not been disbanded.

Question was brought up about what role the Council wants CAC to play. It was stated that more of an exploratory role in projects.

Mr. Madsen stated that if CAC is running out of things, they should stop meeting or meet as needed.

Mention was again made of the citizen survey as well as the basketball facility for which a proposal is expected. The suggestion was made for CAC to make a list of things to review and address and give a presentation to the City Council.

Discussion took place on the Osseo Maple Grove Basketball Association project for additional gym space for basketball practice, games and tournaments.

The question was asked about any plans for a convention center and discussion ensued. The Reflections project proposal included a convention center, but that project went nowhere. Convention centers that were mentioned included those in Brooklyn Center, Rochester, and St. Cloud.

Mr. Madsen reviewed the Silvercrest Properties development planned for 2013—senior housing and different levels of care and services.

CAC outlined the following next steps:

1. Move forward with citizen survey; ask the City Council to get approval for survey.
2. Address the OMGBA proposed facility when the time is appropriate.
3. Look at other topics; visit with Council.

Mention was made that several “techy” CAC members visit with the City’s GIS Administrator Mike Eberle to review the City’s work with fiber optics technology. Discussed ensued on fiber optics and it is a big plus to the City, particularly for attracting business development.

Discussion continued on the proposed citizen survey, such as the format—online, phone, cell phone. National Research Center was used for the last survey, and they set up the survey/results/benchmarks that it would work well to continue to work with them into the future. The question was asked if a Request for Proposal would be needed.

Motion made to ask the City Council’s permission to address and proceed with a citizen survey in 2013. Motion seconded. 9 ayes; no nays.

The next meeting for the CAC will be January 9, 2013.

**Other Business/
Updates**

The comment was made that the elections went very well, and the judges were well trained. Deputy City Clerk Stevie Koll Anderson and her election staff are to be commended.

The following projects were mentioned/briefly discussed:

- Redstone restaurant opening late November.
- Whole Foods Market should open in 2013.
- Whirlyball.
- Goodwill second location.
- Hospital expansion almost complete.
- Aldi started construction.
- Spire credit union project is moving along well.
- Chick-fil-a still coming.
- Z's Smokin' Bonez.
- Multi-tenant facility in Wedgewood Commerce Center.
- Financing package for grocery store/housing in southwest Maple Grove.

The meeting adjourned at 8:55 p.m.

Adjournment

Respectfully submitted,

Carol Morris
Minute Secretary

Maple Grove Citizens Advisory Committee

DRAFT -- Meeting Minutes

January 9, 2013

Call to Order	The meeting was called to order at 7:08 p.m. by CAC member Tim Klevar at the Maple Grove Government Center. It was announced that there was not a quorum so no decision making would be made, and the meeting would primarily be discussion of a 2013 community survey.		
Members Present	John Beacham Harry Kennedy Don Skoglund	Stephen Gill Tim Klevar	Lorraine Gresser Joan Masberg
Members Absent	Leslie Bender, Linda Furst, Greg Hulne, Bob Joiner, Pam Larson Steven Maas, Joe Piket, Kevin Rebman. Also absent was CAC City Staff Liaison Mike Opatz.		
Others Present	Councilmember Phil Leith and two students from Maple Grove Senior High School.		
Minutes	The minutes for the November 14, 2012 regular CAC meeting were not approved as there was not a quorum.		
Oath of Office	The Oath of Office was administered to John Beacham, Stephen Gill, Harry Kennedy, Tim Klevar, and Joan Masberg for two-year terms to expire December 31, 2014.		
Introduction	The high school students introduced themselves.		
Area Reports	<ul style="list-style-type: none">• Positive comments were made about snow removal and the work of the Public Works staff.• Streetlight out of synch at Dunkirk Lane and Weaver Lake Road.• Councilmember Leith asked what people thought of the flashing yellow arrow for making left turns.• Police do a nice job with tours of the Public Safety Facility.• LETF ready to open. The City of Plymouth has a contract to partner with Maple Grove on the facility. In addition, the LETF will be open to the public.		
2013 Community Survey	<p>While there was no quorum, the group decided to discuss the survey options and review previous survey questions. A handout from National Research Center was distributed detailing the survey study design and implementation and survey administration options.</p> <p>When asked, Councilmember Leith stated the City Council supports CAC undertaking a community survey in 2013.</p>		

The statement was made that the mail survey with online option makes the most sense if there are no time constraints.

CAC member Beacham stated, that as a resident, he was part of the 2008 phone survey. He stated it was interesting, and he was glad to be a part of it.

When the survey was completed in 2008 there were 401 respondents, a 35% response rate.

The statement was made that for 2013 it looks like a mail survey is economical and recommended by NRC.

It was thought that in 2008 utility bills were used for securing survey respondents.

The question was asked that if the survey was online was there a way to ensure only one response per household.

It appears that for the 2013 survey those in attendance would suggest a mail survey.

Discussion turned to survey questions, and the suggestion was made to either form a committee to decide on the questions or for the group to choose questions all together.

The suggestion was made to review the survey and take out any questions that don't apply now but keep a majority of questions from the old survey to keep consistency and compare responses. The suggestion was made to ask questions about new amenities such as the Town Green and Sports Dome.

The suggestion was also made to add a question about a City Council primary for elections. It was not understood why there would be an added cost to have a primary for those seeking a City Council seat on the ballot as every election for many years past has had a primary. Councilmember Leith stated consideration is given to changing the filing fee for City Council to weed out those who file because they only want to see their name on the ballot.

Suggested question topics for the 2013 survey: sports dome, town green, library, new businesses/restaurants, growth, big box/retail vacancies, and traffic/roundabouts. Councilmember Leith stated that Maple Grove does have a lower retail vacancy rate than the overall metro area.

The group wondered about having open ended questions on the survey to receive citizen comments and feedback. Councilmember Leith was asked if he could think of other specific items to add; he said no.

It was felt that if the survey was mail/online it would be easier for respondents to add feedback.

The group discussed the timeframe to conduct the survey and stated they would prefer to have it completed before the school year ends. Possibly mail in March and have it completed by May; otherwise wait until fall.

CAC members should come to the February meeting prepared to discuss the survey and the questions they would like to see on it.

Other Business/ Updates

Discussion turned to the Osseo Maple Grove Basketball Association, and when asked, the statement was made that the City Council has not seen anything yet from this organization about a facility.

The recommendation was made to have OMGBA come before the CAC again if they do move forward on a proposed facility. The understanding is that the CAC will be involved just like with the sports dome and second sheet of ice.

One of the CAC members, who also coaches for OMGBA, stated the elementary school floors are not as in good of shape as at the high schools and junior high schools.

An inquiry was made about the proposed Silvercrest senior housing development. Councilmember Leith stated he had toured Silvercrest's Eden Prairie facility and it has a lot of amenities. There are concerns about having a nursing home particularly related to Medicare and insurance. Maple Grove has a strong senior population. The question was asked if there are tax credits for a nursing home. The question was also asked if the City is pursuing a nursing home or would have any incentives. It was stated that long-term care funding is an issue.

The statement was made that Prairie Care is building a second facility for youth/adult psychiatric care.

2013 Community Survey

Promotion of the survey was briefly discussed with options such as the City newsletter, Channel 12, and Maple Grove Patch.com.

The statement was made it is important to keep survey responses random, and concerns about people opting in if they were given a variety of options to use for completing the survey (mail, online, etc.)

CAC members should bring their suggested survey questions to the first meeting in February, and the goal is to have the questions done at that meeting.

CAC member Klevar said he would send an email to all CAC members to review the 2008 survey questions and come to the February 2013 meeting with their suggestions.

CAC would like to present survey questions and plan to the City Council at either a late February or early March Council meeting.

CAC would like to possibly have NRC at the February CAC meeting.

The meeting adjourned at 8:00 p.m.

Adjournment

Respectfully submitted,

Carol Morris
Minute Secretary

Maple Grove Citizens Advisory Committee

DRAFT -- Meeting Minutes

February 13, 2013

Call to Order	Since there was no quorum, CAC members in attendance held a working session in order to move forward with the Community Survey.		
Members	Leslie Bender Joan Masberg	Bob Joiner Joe Piket	Steven Maas Don Skoglund
Members Absent	John Beacham, Stephen Gill, Lorraine Gresser, Greg Hulne, Harry Kennedy, Tim Klevar, Kevin Rebman		
Others Present	CAC City Staff Liaison Mike Opatz and Maple Grove resident Matt Nelson.		
Minutes	The minutes for the January 9, 2013 were not approved as there was not a quorum.		
Oath of Office	The Oath of Office was administered to Bob Joiner, Steven Maas, and Joe Piket for two-year terms to expire December 31, 2014.		
Introduction	Mike Opatz welcomed Matt Nelson who introduced himself and provided a brief background. Bob Joiner provided Mr. Nelson with a brief background on the Citizens Advisory Committee.		
Area Reports	None.		
2013 Community Survey	<p>It was stated that it appeared the consensus from the January CAC meeting was the community survey should be mailed.</p> <p>Don Skoglund stated that he followed up with Maple Grove Senior High School and students provided input on survey questions and expressed an interest in completing the survey as a separate group. Discussion took place on that and how those results would be tabulated, extras costs, and possibly have the students complete online. Mention was made to possibly have a password, and maybe have students compile their own survey results.</p> <p>Discussion did take place overall on a one-time code for the online survey and/or timeframe for respondents to complete.</p>		

Committee review of survey questions:

- 1) Questioned whether to keep. May not be necessary it is mailed. Brief discussion took place on 55369/55311 ZIP codes for Osseo and Maple Grove.
- 2) Keep question.
- 3) Item e; possibly split into teens, youth and adult with youth being considered 12 and under. Item q; quality of lakes, thought this might be too generic but group decided to keep as is.
- 4) Discussion took place on wording between downtown and shopping districts. Leave c & d; add in Maple Grove shopping districts/day and Maple Grove shopping districts/night.
- 5) Item b; suggestion to delineate by age group—will ask consultant. Item k—recycling center. Students suggested more questions about recycling. Discussion turned to disposal/recycling of medicine.
- 6) As is.
- 7) Keep.
- 8) Keep.
- 9) Separate new question suggested about primary election.
- 10) Keep.
- 11) Item h-safety of community; students had a question saying areas of the City have different levels of safety. Question was asked about breaking down areas of Maple Grove—NW/NE/SE/SW and would this provide some way to tell where respondents live.
- 12) Comment was made that students were not aware of transit options. Keep question as is.
- 13) Discussion took place on technology options. Get recommendations from consultant.
- 14) Most items listed in 2008 survey have been completed. Question was asked if there are other amenities that could be added such as a basketball facility.
- 15) Keep.

- 16) Add nursing homes, senior housing, and assisted living. Item g—restaurants; students commented on restaurant choices available in Maple Grove, but did not add specific requests.

Each question was then reviewed with the survey consultant via conference call.

Discussion took place about a mail survey and option of online survey with a password. The consultant stated that mail survey takes longer than phone.

For a mailed survey first notice would be provided with a postcard; survey packet would be sent and allow five weeks for completion; and then second survey packet sent.

Phone survey would take 10-14 days to get the suggested 400 responses.

Regarding online, a password is not recommended, and respondents may feel like that is a barrier or be suspicious.

Consultant stated the survey packet includes the URL. She stated that online participation is usually lower, and they don't see a lot of "ballot stuffing" or sharing of the URL.

When asked, the NRC consultant stated they see phone surveys most beneficial when there is a tight turnaround time, or a membership-type survey, or when there is good contact info for respondents. Phone surveys see struggles with random digit dialing, portability of phone numbers, and there are added expenses with adding cell phone numbers. Cost would be more in 2013 than 2008 if using phone survey.

- 1) Question may not be needed but may quantify by different areas of Maple Grove. Issue raised about Osseo/Maple Grove ZIP Code confusion. The group wants to ensure the surveys are addressed as Maple Grove. The consultant suggested possibility using four different colors of surveys to know which area of the City the respondent is in.

The consultant explained sampling size. There would be 1,200 random sampled households and approximately 25-40% response rate, with 300 to 500 expected completed surveys with +/- 5% error rate. She stated that houses, condos, apartments have an equal chance of receiving a survey. She also discussed the response rates and error rates within the quadrants, and there would probably be +/- 10% error rate if response rates were not the same between quadrant responses.

- 2) Keep.
- 3) Item e; breakout by three subcategories: Youth 12 and under, teen, and adult. Drawback to doing so is that it would not compare correctly to the 2008 benchmark. Possibly get a higher proportion of don't know responses. Consultant said to split out if the question is valued and to be used in the decision making process.
- 4) Items c & d; add two new questions. Consultant said could use a parenthetical note to give examples of areas to help clarify.
- 5) Item b; might be easier to break out by youth, teen, adult.

Discussion took place as to the expectation of who will complete the survey. Consultant mentioned the birthday method (one in the household over 18 who most recently had a birthday) or the youngest adult 18 or over.

- 6) Few additions for amenities

Questions 7, 8, 9, 10, 11 and 12 would remain the same.

- 13) Suggestions to be made with changes in technology. The consultant stated she would send the City of Minneapolis technology survey, and CAC may get ideas for topics.

- 14) CAC may add more categories or remove some.

- 15) Keep.

- 16) Add new categories; need to work on terminology.

Questions may be added about recycling. The consultant was asked if they had any suggestions on recycling. Discussion took place on medicine recycling and how to ask questions about recycling to increase awareness and participation.

Next steps: Mike Opatz will provide suggested changes to the consultant. Order of questions came up, specifically to question #2. The consultant stated that broader questions are suggested to be up front, so that survey appears not too hard to complete and open to everyone.

The consultant suggested in publicity efforts to show how the results of the 2008 survey were used and changes that came about from that feedback.

Don Skoglund will provide to Mike Opatz suggested wording for a Council primary election question.

The meeting ended at 8:50 p.m.

Adjournment

Respectfully submitted,

Carol Morris
Minute Secretary

Review Meeting Summary from January 9, 2013 and February 13, 2013

Area Reports

2013 Community Survey

The City of Maple Grove 2013 Citizen Survey

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2. Please rate each of the following aspects of quality of life in Maple Grove as very good, good, neither good nor bad, bad or very bad.

- a. Maple Grove as a place to raise children
- b. Maple Grove as a place to work
- c. Maple Grove as a place to retire
- d. The overall quality of life in Maple Grove

3. Now, please rate each of the following characteristics as they relate to Maple Grove as a whole, using the options very good, good, neither good nor bad, bad or very bad. How would you rate...

- a. The openness and acceptance of the community towards people of diverse backgrounds
- b. The cleanliness of Maple Grove
- c. The variety of housing options
- d. The overall quality of business and service establishments in Maple Grove
- e. Recreational opportunities for
 - Adults
 - Teens
 - Youth (age 12 and under)
- f. Employment opportunities
- g. Educational opportunities
- h. Ease of car travel in Maple Grove
- i. Ease of bus travel in Maple Grove
- j. Ease of bike travel
- k. Ease of pedestrian travel
- l. The availability of paths and walking trails
- m. The availability of athletic fields
- n. The availability of affordable housing
- o. The availability of quality health care
- p. The preservation of natural areas such as open space and wetlands in Maple Grove
- q. The quality of Maple Grove lakes
- r. The overall image or reputation of Maple Grove

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4. Please rate how safe or unsafe you feel in each of the following places in Maple Grove. How about

- a. In your neighborhood during the day
- b. In your neighborhood after dark
- c. In Maple Grove's downtown shopping districts during the day
- d. In Maple Grove's downtown shopping districts after dark
- e. In Maple Grove's parks during the day
- f. In Maple Grove's parks area after dark
- h. In Maple Grove's other shopping districts during the day
- i. In Maple Grove's other shopping districts during the night

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1. Very safe
2. Somewhat safe
3. Neither safe nor unsafe
4. Somewhat unsafe
5. Very unsafe
6. DON'T KNOW/REFUSED

5. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Maple Grove? How often have you or other household members...

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- a. Used the Maple Grove public library or its services
- b. Used the Maple Grove Community Center
 - Adults
 - Teens
 - Youth (age 12 and under)
- c. Visited the Arboretum at County Road 30 and Fernbrook
- d. Participated in a parks and recreation program or activity
- e. Visited a neighborhood park
- f. Visited the Maple Grove Farmers' Market
- g. Attended a meeting of local elected officials or other local public meeting
- h. Watched a meeting of local elected officials or other local public meeting on cable television
- i. Read Maple Grove Newsletter
- j. Visited the City of Maple Grove Web site ([atwww.maplegrovern.gov](http://www.maplegrovern.gov))
- k. Visited a recycling center
- l. Volunteered your time to some group or activity in Maple Grove
- m. Town Green
- n. Sports Dome at Maple Grove High School

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- 1. Never
- 2. Once or twice
- 3. 3 to 12 times
- 4. 13 to 26 times
- 5. More than 26 times
- 6. DON'T KNOW/REFUSED

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6. Please tell me whether the quality of each of the following services or amenities in Maple Grove is very good, good, neither good nor bad, bad or very bad. How about [ROTATE A-W]?

- a. Police services
- b. Fire services
- c. Crime prevention
- d. Fire prevention and education
- e. Traffic enforcement
- f. Street repair and maintenance
- g. Street lighting
- h. Snow removal
- i. Sidewalk maintenance
- j. Traffic signal timing
- k. Bus or transit services
- l. Recycling
- m. Drinking water
- n. Sewer services
- o. City parks and trails
- p. Recreation programs or classes
- q. Athletic fields
- r. Maple Grove Community Center, which includes a pool, ice arenas, the Maple Maze, meeting rooms and a teen center
- s. Land use, planning and zoning
- t. Code enforcement, such as weeds, abandoned buildings, etc.
- u. Animal control
- v. Services to seniors
- w. Services to youth
- x. Town Green
- y. Sports Dome at Maple Grove High School
- z. Farmer's Market
- aa. City website

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1. Very good
2. Good
3. Neither good nor bad
4. Bad
5. Very bad
6. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

7. Overall, how would you rate the quality of the services provided by the City of Maple Grove?

1. Very good
2. Good
3. Neither good nor bad
4. Bad
5. Very bad
6. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

8. As you know, Maple Grove is governed by its Mayor and City Council. How effective or ineffective do you think this type of structure is?

1. Very effective
2. Somewhat effective
3. Somewhat ineffective
4. Very ineffective
5. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

9. Please rate the following categories of Maple Grove government performance.

- a. The value of services for the taxes paid to Maple Grove
- b. The overall direction that Maple Grove is taking
- c. The job Maple Grove government does welcoming citizen involvement
- d. The job Maple Grove government does listening to citizens
- e. The job Maple Grove City Council does representing its citizens
- f. The job Maple Grove City Council does responding to citizen concerns

1. Very good
2. Good
3. Neither good nor bad
4. Bad
5. Very bad
6. DON'T KNOW/REFUSED

10. How likely or unlikely are you to:

- a. Recommend living in Maple Grove to someone? Would you say...
- b. How likely or unlikely are you to remain in Maple Grove for the next five years? Would you say...

1. Very likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely
5. DON'T KNOW/REFUSED

11. When you think about living in Maple Grove, please tell me how important, if at all, each of the following is to the quality of life here.

- a. Quality of the neighborhoods
- b. Quality of the housing
- c. Cost of the housing

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- d. Quality of the schools
- e. Community amenities
- f. Small town and rural feel
- g. Proximity to your place of work
- h. Safety of the community
- i. Open spaces and parks
- j. Proximity to family or friends
- k. Ease of travel throughout the City

- 1. Essential
- 2. Very important
- 3. Somewhat important
- 4. Not important at all
- 5. DON'T KNOW/REFUSED

12. For each of the following, please tell me whether you think Maple Grove has done a very good, good, neither good nor bad, bad or very bad job of planning.

- a. Roads
- b. Park-and-Ride Lots
- c. Trails and sidewalks
- d. Open space
- e. Parks
- f. Parking
- g. Retail and shopping areas
- h. Industrial areas
- i. Residential areas
- j. Recent housing development
- k. Attracting employers with professional and executive jobs to Maple Grove
- l. Community events, such as Maple Grove Days
- m. Overall city planning

- 1. Very good
- 2. Good
- 3. Neither good nor bad
- 4. Bad
- 5. Very bad
- 6. DON'T KNOW/REFUSED

13. Which of the following types of Internet access do you have at home?

1. NONE [DO NOT READ ALOUD]
2. High speed, (broadband, such as DSL or cable Internet)
3. Dial-up
4. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

Comment [m1]: This question will get overhauled and expanded to include broader technology issues and trends: landlines, wireless etc.... See example at the end of the survey

14. To what extent do you support or oppose the City of Maple Grove considering spending public funds on each of the following?

a. Basketball Facility

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15. To what extent do you support or oppose the construction of additional housing in Maple Grove for low to moderate income residents?

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose
5. DON'T KNOW/REFUSED

16. For each of the following, please tell me whether you think that Maple Grove should encourage the rate of this type of development to increase, stay the same or decrease?

- a. New retail development
- b. Redevelopment of existing retail areas
- c. New residential development
- d. Land development in general
- e. New businesses and corporations, using office and industrial space
- f. New chain or franchise restaurants
- g. New independent or non-franchise restaurants
- h. New entertainment centers
- i. Nursing Homes and/or assisted living facilities
- j. Senior Housing

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Should the rate of this type of development...

1. Increase
2. Stay the same
3. Decrease
4. DON'T KNOW/REFUSED

17. Would Maple Grove voters be better represented if Maple Grove conducted a primary election for council and mayor prior to the general election?"

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Comment [m2]: New question related primary elections

18. Recycling Question?

Comment [m3]: A question may be added related to recycling. Survey consult is going to send us some questions to consider.

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19. What is the single biggest challenge facing the City of Maple Grove right now?
_____ (open ended)

D1. How many years have you lived in Maple Grove? Is it...

1. Less than 2 years
2. 2-5 years
3. 6-10 years
4. 11-20 years
5. More than 20 years
6. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

D2. Which of the following best describes the building you live in? Is it...

1. A one family house detached from any other houses
2. A house attached to one or more houses (such as a duplex or townhome)
3. A building with two or more apartments or condominiums
4. Some other type of building
5. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

D3. Do you rent or own your home?

1. Rent
2. Own
3. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

D4. How many children under 18 live in your household?

_____ [ENTER NUMBER]
999. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

D5. How many members of your household are aged 60 or older?

_____ [ENTER NUMBER]
999. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

D6. Please stop me when I reach the category that includes your household's total income before taxes for 2012. Be sure to include in your total income money from all sources for all persons living in your household. Is it...

1. Less than \$25,000
2. \$25,000 to less than \$50,000
3. \$50,000 to less than \$100,000
4. \$100,000 to less than \$150,000
5. \$150,000 or more
6. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

D7. Do you consider yourself to be Spanish, Hispanic or Latino?

1. Yes
2. No
3. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

D8. Which one or more of the following would you say is your race? [MULTIPLE RESPONSE. PROBE.]

1. American Indian or Alaskan Native
2. Asian, Asian Indian or Pacific Islander
3. Black or African American

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4. White
5. Other
6. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

D9. Stop me when I reach the category that includes your age.

1. 18-24 years old
2. 25-34 years old
3. 35-44 years old
4. 45-54 years old
5. 55-64 years old
6. 65-74 years old
7. 75 years or older
8. DON'T KNOW/REFUSED [DO NOT READ ALOUD]

D10. DO NOT ASK. RECORD SEX OF RESPONDENT AFTER INTERVIEW IS COMPLETE.

1. Female
2. Male

Potential Technology Question

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A. Do you consider your cell phone or landline your primary telephone number?

Cell
Land line
Both

B. How do you connect to the Internet at home? Please check all that apply.

No internet access at home
Cable (Comcast/Xfinity)
Satellite (DirectTV, Dish)
DSL (CenturyLink)
Dial-up telephone line
Smart phone/cell phone (Verizon, AT&T, Sprint)
Don't know

C. How do you watch television at home? Please check all that apply.

Antenna
Cable (Comcast/Xfinity)
Satellite (DirectTV, Dish)
Using an Internet (on the computer, Sling Box, Roku, etc.)
Not applicable/don't watch television at home

Thank you very much for your time. Your answers will help the City of Maple Grove make decisions that affect your community.

Maple Grove, MN Resident Survey 2013

Proposed Scope of Services

February 22, 2013



2955 Valmont Road • Boulder, CO 80301 •: (303) 444-7863 • f: (303) 444-1145 • nrc@n-r-c.com • www.n-r-c.com

Study Design and Implementation

As with previous surveys, the 2013 Maple Grove Resident Survey will cover topics such as quality of life and services as well as unique current topics or issues facing the City. These results will help Maple Grove make planning decisions regarding the future of the City, continuing a valuable trend line of survey results since 2001 and including benchmark comparisons to results in other jurisdictions around the country.

Scope of Work

National Research Center, Inc. (NRC) proposes to administer a five-page mailed resident survey. Following data collection, the report of results will summarize the attitudes and opinions of residents city-wide, provide select crosstabulations by respondent demographics (e.g., respondent age, gender, length of residency). Where possible, the report of results also will provide benchmark comparisons for service ratings to the nation and peers, as well as comparisons to previous survey years where applicable. Following is an outline of NRC's proposed activities for this survey project.

- Update and finalize the survey to measure resident opinion, using the 2008 survey as the starting point.
- Mail the survey to 1,200 randomly selected Maple Grove households (expecting 300-500 completed surveys) utilizing NRC's multi-contact approach: prenotification postcard and two waves of the survey. Residents from the random sample will be able to respond online, if preferred.
- Manage all aspects of data collection.
- Weight the data to more closely match the Maple Grove 2010 Census population profile.
- Produce a report of results including basic frequencies of results, comparisons to previous years, benchmark comparisons, crosstabulations by select respondent demographics and key driver analyses (to reveal service importance). The report will include an executive summary and report of results, including data presented in tables and charts, along with detailed survey methodology notes.
- Prepare presentation materials and make a presentation of results to the City.

Cost of Services

For the preceding scope of work, the total cost will be \$20,855, inclusive of printing and postage costs.

Project Timeline

This draft timeline can be modified as needed to accommodate any scheduling needs.

<u>Task</u>	<u>Date</u>
Design survey instrument.....	through April 1
Design mailing materials	through March 25
Design survey sample	through March 25
Mail pre-notification postcard	April 3
Mail first wave survey	April 10
Mail second wave of surveys.....	April 17
Data collection, cleaning and coding of surveys	through May 22
Electronic data entry	through May 29
Data analysis and report writing	through June 19
Draft report sent to Maple Grove via email for review	June 19
Feedback from Maple Grove on draft report due to NRC.....	TBD
Report finalized by NRC.....	TBD
Final report emailed to Maple Grove	TBD (approximately one week after feedback)
Presentation of results	TBD

Other Business and Updates

AREA REPORT
Maple Grove Citizens Advisory Committee

Please use this form to express your concerns, suggestions, and positive comments on things you see taking place in Maple Grove!

Name: _____ (Required)

Date: _____

Phone: _____ (Please include if responding party has any questions)

Comment: _____

Comment: _____

Comment: _____

Submit your completed form to Mike Opatz at the monthly CAC meeting. Area Reports will be submitted to the appropriate City staff/department, and a response will be in a future CAC agenda packet.